CLAIMS

What is claimed is:

1. A method for fundraising comprising:

    registering a fundraising entity with a service provider;

    displaying products for sale on a viewable medium hosted by the service provider;

    selling a displayed product to a customer, wherein the product sold is adapted to display a personal image selected by the customer, the personal image relating to the registered fundraising entity; and

    distributing, by the service provider, a portion of revenues from the product sold to the registered fundraising entity.

2. The method of claim 1 wherein before selling, the method further comprises:

    displaying a plurality of personal images relating to the registered fundraising entity on the viewable medium including the personal image selected by the customer.

3. The method of claim 2 wherein the viewable medium comprises a website hosted on a web sever and accessed by a computer via the Internet.

4. The method of claim 3 wherein registering comprises:

    receiving identification information for the fundraising entity;

    creating at least one photo album for the fundraising entity; and

    issuing an identifier for the created photo album to the fundraising entity for access to the created photo album.

5. The method of claim 4 further comprising:

    providing the issued identifier to potential customers.

6. The method of claim 1 wherein distributing the portion of revenues to the registered fundraising entity comprises:

    determining a purchased amount for the product sold displaying the personal image selected by the customer; and

    distributing a percentage of the purchased amount to the fundraising entity.

1   7. The method of claim 1 wherein distributing profits to the registered

2   fundraising entity comprises:

3   determining a purchased amount for the product sold displaying the

4   personal image selected by the customer;

5   deducting a predetermined percentage from the purchased amount;

6   distributing a percentage of the purchased amount less the deducted

7   percentage to the fundraising entity; and

8   distributing the deducted percentage to a different entity.

1   8. The method of claim 7 wherein the different entity comprises an entity that

2   referred the fundraising entity to register with the service provider.

1   9. The method of claim 7 wherein the different entity comprises a default charity.

1   10. A computer program product including machine-readable code stored in a

2   distributed storage medium comprising:

3   code for facilitating registering a fundraising entity with a service provider;

4   code for generating viewable images of products for sale on a viewable

5   medium hosted by the service provider;

6   code for closing a sale to a customer to purchase a product adapted to

7   display a personal image selected by the customer, wherein the personal image relates to

8   the registered fundraising entity;

9   code for determining revenues from closed sales of products; and

10   code for allocating a portion of the determined revenues to the registered

11   fundraising entity.

1   11. The computer program product of claim 10 further comprising:

2   code for displaying a plurality of provided personal images relating to the

3   registered fundraising entity on the viewable medium; and

4   code for allowing the customer to select a personal image from the

5   displayed plurality of provided personal images, to be displayed purchased products.

1   12. The computer program product of claim 10 wherein the code for allocating

2   the portion or revenues comprises:

3   code for deducting a predetermined percentage of determined revenues

4   from closed sales of products and allocating the predetermined percentage to a different

5   entity; and

6   code for determining whether the registered fundraising entity was

7   referred to the service provider by a referring fundraising entity.

1   13. The computer program product of claims 12 further comprising:

2   code that, when it is determined that the registered fundraising entity was

3   referred, designates the referring registered fundraising entity as the different entity.

1   14. A method of hosting fundraising comprising:

2   providing a platform on which a host fundraising entity displays personal

3   images;

4   offering a plurality of products for sale on which the displayed personal

5   images may be incorporated; and

6   distributing to the host fundraising entity, a portion of revenues from

7   products sold incorporating personal images from the host fundraising entity.

8   15. The method of claim 14 wherein the platform comprises a website hosted on

9   a server computer.

1   16. The method of claim 15 further comprising:

2   registering a plurality of fundraising entities; and

3   providing incentives to a registered fundraising entity for referring

4   additional fundraising entities to register.

1   17. The method of claim 16 further comprising:

2   distributing to a default charity, a portion of the revenues from products

3   sold incorporating personal images from the platform.

1   18. A system for fundraising comprising:

2   means for registering a fundraising entity;

3   means for posting personal images selected by the registered fundraising

4   entity;

5   means for viewing the posted personal images and selecting a desired

6   personal image by a customer;

7   means for viewing and selecting products to display the desired personal

8   image by the customer; and

9   means for determining revenues to be distributed to the registered

10   fundraising entity.

1   19. The system of claim 18 wherein the means for registering, posting, and

2   viewing comprise respective pages of an application program interface hosted by a

3   computer server accessible over a communications network.

1   20. The system of claim 19 wherein the means for determining revenues

2   comprises a processor in the computer server executing machine readable code.

1   21. A method for fundraising comprising:

2   registering an entity with a service provider, the entity comprising one of a

3   fundraising entity, or any individual or organization on behalf of the fundraising entity;

4   displaying a plurality of personal images relating to the registered entity,

5   on a web site hosted by the service provider;

6   displaying products for sale on the web site hosted by the service provider;

7   selling at least one displayed product to a customer, wherein each product

8   sold is adapted to display an image selected by the customer from the plurality of

9   personal images;

10   allocating revenues generated from the sale of products between the

11   service provider and at least one of the registered entity and a different party other than

12   the registered entity and the service provider; and

13   providing the registered entity access to reports of at least one of sales and

14   viewing activity relating to the personal images relating to the registered entity.

1   22. The method of claim 21 wherein registering comprises:

2   receiving identification information of a registering entity;

3   creatingat least one photo album for the registering entity; and

4   issuing an identifier to the registering entity to identify the created photo

5   album.

1   23. The method of claim 22 further comprising:

2   providing the issued identifier to prospective viewers of the photo album

3   for which such identifier has been issued.

1   24. The method of claim 21 wherein allocating revenues comprises:

2   deducting a royalty, using a predetermined royalty percentage, from the

3   revenues generated from the sale of products attributed to the registered entity;

4   distributing the royalty to a different entity other than the service provider

5   and the registered entity;

6   allocating the revenues less the royalty betweenthe service provider and

7   the registered entity; and

8   distributing the allocated revenues.

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2   25. The method of claim 24 wherein the royalty comprises a referral royalty and

3   the different entity comprises a referring entity that referred the registered entityto the

4   web site hosted by the service provider.

1   26. The method of claim 24 wherein the different entity comprises a default

2   entity selected by the service provider.

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2   27. The computer program product of claim 10 wherein the code for allocating a

3   portion of the determined revenues comprises:

4   code for determining a referral royalty to be deducted and distributed to

5   one of a referring fundraising entity and a default entity selected by the service provider;

6   and

7   code for allocating the revenues less the referral royalty between the

8   service provider and the registered fundraising entity.